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## **THE WINERY OF NAPA VALLEY SELLS CARNEROS INTERESTS**

*Kieu Hoang Winery to take over former Michael Mondavi Family premises*

**Napa, CA – Thursday, June 5, 2014** – The Winery of Napa Valley, owned by the Michael Mondavi Family, has sold its Carneros winery facility, Carneros vineyard, and Carneros tasting room to Kieu Hoang Winery Napa Valley, owned by American businessman, Mr. Kieu Hoang.

The deal includes the Carneros winery, tasting room, and 13 acres of adjacent vineyard; no brands or other family-owned vineyard holdings are affected by the sale. Financial details of the sale were not disclosed.

In announcing the sale, The Winery of Napa Valley co-founder, Rob Mondavi Jr., stated:

“Over the past eight years the winery has been home to Folio Winemaker’s Studio, a custom-crush facility, and recently, Michael Mondavi Family Estate. As planned, the facility supported our start-up plans allowing maximum flexibility, however the current case-capacity far exceeds our vision to produce the small-lot, prestige wines we desire to produce under the Isabel Mondavi, Emblem, Animo and ‘M’ by Michael Mondavi” labels.

“We are actively looking to establish a boutique winemaking facility and tasting room in Napa Valley befitting the distinguished wines produced under the Michael Mondavi Family Estate umbrella,” Mondavi stated.

All affected staff at the property have been offered opportunities with the new owner, and further details will be announced once the transaction is complete. For the 2014 harvest, wines under Michael Mondavi Family Estate will continue to be produced by Rob Mondavi Jr. and Tony Coltrin in a leased facility located in Napa.

COO and winemaker of Kieu Hoang Winery, Craig MacLean, stated: “Although Kieu Hoang Winery is fairly new to the Valley, the company has been producing wine since 2012, exclusively for export markets. The goal has been to establish a US home for the brand where the fame of Napa Valley could be driven not only throughout the US, but also worldwide.”

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“We desired a location that would support the growth of our portfolio and give us the tools to control wine processing from grape to bottle and we found that in this facility. The winery and tasting room staff are tremendous assets to our Company, and we look forward to working with them to share in our growth,” Mr MacLean said.

Kieu Hoang Winery Napa Valley was created out of Mr. Hoang’s passionate enjoyment of wine. This passion led him to the historical and world renowned Napa Valley. The region’s prestige goes hand in hand with the Michael Mondavi family lineage – an instrumental consideration in selecting the location from such an illustrious family.

**About Kieu Hoang Winery:** [www.kieuhuangwinery.com](http://www.kieuhuangwinery.com)

Mr. Kieu Hoang is an American businessman. He’s the Chairman, CEO of Rare Antibody Antigen Supply, Inc. and Vice Chairman of Shanghai RAAS Blood Products Co Ltd, Shanghai China. RAAS core business focus is plasma and derivatives. Mr. Hoang’s passion for research and healthy living brought him to the world famous Napa Valley in California to establish the Kieu Hoang Winery. Mr. Hoang has assembled a team of experienced winemakers to produce luxurious wines. Philanthropy is very important to Mr. Hoang. Born in Vietnam, he has since donated over 5,000 homes and schools in his native homeland. He has also partnered with the World Bank to provide health insurance, provide food and resources for flood victims, HIV education and numerous culture events.

**About Michael Mondavi Family:** [www.michaelmondavifamily.com](http://www.michaelmondavifamily.com)

For four generations the Mondavi family has crafted world-class wines in the Napa Valley. In 1999, Michael, Isabel, Dina, and Rob Mondavi Jr. purchased the Animo vineyard in Atlas Peak, thereby marking the first chapter of the Michael Mondavi Family Estate. Today, the Estate’s portfolio includes wines produced under the Isabel Mondavi, Emblem, Animo and ‘M’ by Michael Mondavi labels. In keeping with tradition, the family adheres to sustainable and organic vineyard practices, aiming to produce wines with integrity, balance, and a sense of place.